

Speeches

Some Pointers in Speech Making

Put PUNCH IN YOUR SPEECH OPENER:

Getting your speech off to a good start means selecting an opener that best suits the type and treatment of your topic, the occasion, and the character of the audience. Possible openers are:

1. Ask an arresting question.
2. State some startling fact.
3. Use a powerful quotation.
4. Display a dramatic visual aid.
5. Use humor with a really good story.
6. Tie in with a timely event.
7. Request help from a member of the audience.
8. Compliment appearance of women listeners.
9. Assign an audience participation device.

A PERSONAL NOTE ON SPEECH MAKING:

There has never been a good speech without **ENTHUSIASM**. Webster says enthusiasm is from the Greek and French words meaning "to be inspired or possessed by the god." He says, in English it has come to mean: "Ardent zeal or interest; Fervor."

Therefore, to make a good speech---Love your topic.
If you love your topic, you will:

1. Want to know it well. (As you know it better and better it will begin to possess you. It will be with you every waking moment and in your dreams. Your skill will become sharper and sharper.)
2. Want to share it. (A Love is best when shared. Your topic will be at its most important point in the world when being communicated to others.)
3. Want others to love it as you do. (This is fervor. This is when you are most eloquent, persuasive, and communicative. Fervor is sincerity, and sincerity can be whispered. It does not need shouting and table pounding. People will listen to sincerity. People who stop and listen are half won over. The facts and worth of the topic will then have their chance to win them the other half.

Giving a speech without enthusiasm will make both you and the audience unhappy during the speech, but you will suffer more long after it is over.

TO MAKE A GOOD SPEECH WITH MINIMUM EFFORT:

1. Acknowledge introduction. Accept it graciously. Address chair and dignitaries.
2. Memorize opening sentences. Make a question, state a shocker, make a quotation.
3. Use notes on 3 x 5's, but do read statistics and technical papers. Look at individuals.
4. Make orderly 1-2-3 presentation.
5. Make automatic, natural gestures and voice inflections. Plant phrases in talk.
6. Use examples and illustrations. Don't apologize.
7. Use stories to illustrate points.
8. Memorize your conclusion.

"SUPPORT BULLETIN" SAID THIS ON MAKING GOOD SPEECHES:

1. Never apologize. (Don't say someone could do better or don't know why your here.)
2. Be a ham, but with good meat. (Presentations are shows. Act but act well.)
3. Plant phrases needing gestures and voice changes. (The more time you spend developing a good phrase the more natural its use and gesture will become.)
4. Look at individuals. (pick someone and talk to him awhile. Then switch awhile.)
5. Use plenty of illustrations and periods. (No complex sentences with several ideas.)
6. Don't thank the audience. (You did the work. They thank you.)
7. Leave them laughing or fighting mad, but leave promptly and cleanly when you are done.